



MOUNT JOY BOROUGH COUNCIL REPORT FOR MARCH 2019 ACTIVITIES

DESIGN

- East MSMJ display window is now booked out **NOVEMBER 2019** with Mount Joy artists.
- We did not receive DCED Façade funding for 2019. May apply for 2020 funds, or switch to other potential DCED funding.
- Hometown Hero banners will be starting to go up in next few weeks. Will be hanging over the sidewalks instead of roads and lower to the ground to make it easier for people to see and for maintenance reasons. All metal components were removed, cleaned and inspected.

PROMOTION

- March 4th Friday – Makers & “What Makes our Businesses Famous”
- Planning April 4th Friday/Saturday event “Icy and Spicy” featuring iced drinks and spicy foods.

ORGANIZATION

- MSMJ will be starting to develop a new 5 year Strategic Plan.

ECONOMIC DEVELOPMENT

- Assisting local restaurant with efforts on re-branding themselves and with e-marketing efforts.
- A business outside our corridor changed their event dates and promotion of their events to match what MSMJ is doing. They are reformatting their events to happen the same time our events are to help boost attendance at their events, because of the people already downtown for MSMJ events.
- Working with a property owner to potentially start a new business incubator managed through MSMJ.
- Provided advice to local wedding venue on how to promote their business and bring in corporate business to supplement the wedding business.
- Looking into larger longer-term solution for town promotions/business promotion through displays, communication. Investigating grant money for display centers.
- Met with large lodging facility outside Mount Joy that wants to help promote Mount Joy and bring people downtown as part of this new program. Working with them on cross-promotion and event/MSMJ sponsorships.
- Met with 4 new businesses looking to come into Mount Joy. 2 want to purchase property, 2 to rent.
- Working with 3 business looking to expand their footprint into larger spaces, or expand other ways within the confines of our downtown availability.
- Developing a new “Downtown Passport” program to encourage people to spend \$ downtown. Free for businesses and public to participate, and chance for public to win a basket of items from participating businesses. Will run program 2x/year for 3 months at a time.



FUNDING ACTIVITIES

- Investigating funding for 2020 “Festival of the Arts” event through Pennsylvania Partners in the Arts (PPA) Project Stream grant opportunity.
- APPLIED – (03/19/19) - \$2000 from Excelon Corp. for Festival of the Arts.
- APPLIED – (03/25/19) - \$2000 from AmeriTrucks (Positive Payload) for general MSMJ funding.

2019 EVENT SPONSORS

- ***Chocolate Walk (2019)***
 - Hershey Chocolate = Product donation – (2) 5lb bars chocolate
 - Weaver Nut & Candy = Product donation – Choc. covered espresso beans
 - Wilbur Chocolate = Product donation – Peanut Butter Meltaways
 - LANCO Federal Credit Union = Major Sponsor
 - Members 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor
- ***Cruisin’ Cuisine Car Show (2019)***
 - LANCO Federal Credit Union = Major Sponsor
 - Members 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor
- ***Winterfest (2019)***
 - LANCO Federal Credit Union = Major Sponsor
 - Members 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor
- ***Display Window (2019)***
 - 2nd Display Window rented for 6 months in 2019